

ABSTRACT OF DISCLOSURE

An admixture of thermoplastic polymer (such as thermoplastic elastomer), cured elastomeric polymeric material (such as thermoset elastomer), and magnetizable (ferrite) powder provide a thermoplastic elastomer featuring a relatively high loading of a magnetizable material. The admixed magnetizable thermoplastic elastomer composition, optionally cured, provides robust material properties along with good forming properties for molding magnetic components. This material is advantageous for a magnetic target wheel in an encoder.